

# Marketing Management

January 28th, February 4th and 11th

Buying, The Key to Selling  
Marketing Channels, The Key to Distribution  
Research, The Key to Profitable Marketing

C. A. Edwards, B.A.(West.), M.Com.(Tor.), Ph.D.  
(Columbia),

Associate Professor of Marketing,  
Institute of Business Administration.

## Conclusion

February 18th and 25th

Current Administrative Practices  
Review and Summary

S. G. Hennessey, B.Com., C.A.

COURSE DIRECTOR: S. C. Hennessey, B.Com., C.A.

TIME: Tuesdays, 7.30 p.m., commencing October 22nd

PLACE: Room 252, Mechanical Building

FEE: \$35.00



UNIVERSITY OF TORONTO

UNIVERSITY EXTENSION

Courses in

## INDUSTRIAL AND BUSINESS ADMINISTRATION I AND II

### REGISTRATION:

By mail or in person at Room 108, 65 St. George Street.

In order to accommodate students and enable them to enrol during the evening, registrations will be taken—

Thursday, September 12th

Tuesday, September 17th

Thursday, September 19th

Tuesday, September 24th

Thursday, September 26th

Tuesday, October 1st

evenings, from 7.30 to 9 p.m., in the Wallberg Building, corner St. George and College Streets.

Application forms and course literature  
may be obtained by writing

THE DIRECTOR,  
University Extension,  
65 St. George St.

UNIVERSITY OF TORONTO

or by telephoning

WA. 3-6611

Locals 304, 308, 526, 527

Session 1957-8

# INDUSTRIAL AND BUSINESS ADMINISTRATION I

TUESDAY EVENINGS

16 SESSIONS

This course covers the highlights of administrative organization and practice. It discusses each of the broad areas of production, marketing, accounting and finance, and general management. It outlines the part played by each of these in an industrial organization and how each is integrated into the over-all corporate structure.

Designed as a refresher course for junior executives, students should have a general knowledge of each area and some practical experience. Enrolment is limited to 50.

## Course Content

### Production

Methods engineering, its function, approach and value. Personnel problems in the plant and some general approaches to maintaining plant harmony. Line and staff relationships in the plant. Discussion of organization charts. Relationship of the factory to other units of the business.

### Marketing and Pricing

Various pricing methods and the conditions under which specific methods are most applicable. Organization of the marketing function. The integration of the various sub-functions involved. The introduction of new product to an organization and the problems involved. The relationship of the marketing function to the company as a whole.

### Finance and Control

The objectives of accounting, its approach and its products. The purposive analysis of accounting data as a tool to over-all operational control. Techniques for detecting operational weaknesses in the profit area. Managerial economics, return on investment, the financial considerations of decision-making.

### Over-all Business Policy

Research and Development and their growing importance in corporate success. Over-all decision-making and the balance in judgment achieved by integration of divergent viewpoint. Long-range forecasting and planning, the part played by economics in the making of good business decisions. The financial structure of the corporation, securing funds, financing growth.

### COURSE DIRECTOR AND LECTURER:

W. A. Dimma, B.A.Sc.  
Assistant to the President  
National Carbon Company  
Division of Union Carbide Canada Limited

PLACE: Room 123, Wallberg Building

TIME: Tuesdays, 7.30 p.m., commencing October 10th

FEE: \$30.00

22d

# INDUSTRIAL AND BUSINESS ADMINISTRATION II

TUESDAY EVENINGS

16 SESSIONS

This series is arranged in co-operation with the Institute of Business Administration for those actively engaged in industrial and business administration. Graduates of any university or those with equivalent experience are eligible for enrolment. Enrolment is limited to 50 and applications are considered on the basis of the date of application and nature of experience of applicant.

Applications must be accompanied by a brief outline of educational background and business experience.

## Introduction

October 22nd and 29th

The Administrative Process  
The Operating Organization

S. C. Hennessey, B.Com., C.A.,

Associate Professor of Administration,  
Institute of Business Administration.

## Personnel Management and Industrial Relations

November 5th, 12th and 19th

Personnel Relations in the Industrial Community  
Executive and Employee Development  
Union-Management Relations

J. C. Sawatsky, B.A.(Man.), M.A., Ph.D.,

Associate Professor of Personnel Administration,  
Institute of Business Administration.

## Financial Management and Controls

November 26th, December 3rd and 10th

Acquisition of Capital  
Administration and use of Funds  
Financial Controls

K. H. C. Laundy, B.Com., C.A.,

Clarkson Gordon & Co.

## Production Management

January 7th, 14th and 21st

Process, Products and Equipment  
Work Measurement  
Production Controls

T. C. Craham, M.B.E., B.A.Sc.,

Professor of Production and Director of the  
Institute,  
Institute of Business Administration.